

trimline
picture
as speed
princess
touch to

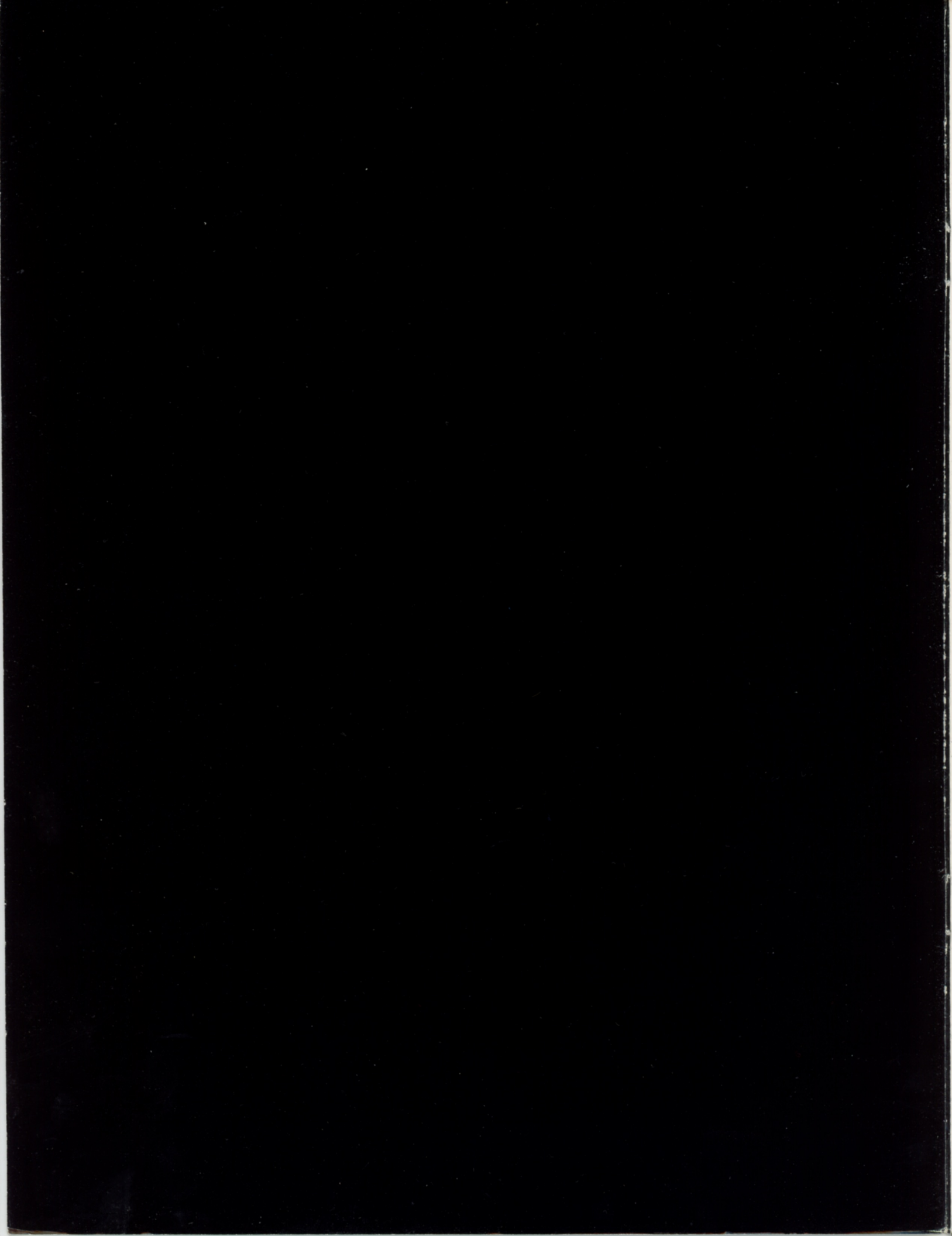


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bellboy

Call·a·matic

the **CALL** director

DATA·phone

DATA speed

 icturephone

Princess

TOUCH  TONE

Trimline

Throughout the years Bell System equipment and products have been identified in a variety of ways. Some still display earlier forms of the bell symbol, others just the words "Bell System." Some have been given their own distinctive logotypes without any association with the Bell System, (as shown at left), and still others have been advertised in a script, such as the logotypes for Princess® and Trimline® telephones.

While we have a new, unified look for Company signatures, there is complete lack of unity in our product and service marks. This manual, as one of the series that sets standards in the System's corporate identification program, presents the basic visual elements for identifying Bell System products and services in a way that achieves "family resemblance."

Why is "family resemblance" important? Today, more than ever, Bell System services and products compete with those of other companies. The Bell System has a rich legacy in its superiority in the communications field, and in the quality of its equipment—hence the unified identification of our products is of tangible value.

In addition to a visual unity that gives our product and service marks a family appearance, at the right you see the new bell symbol combined with product and service marks set in a specially designed typestyle. The unique character of the logotypes helps identify them as being proprietary. Combining these logotypes with the bell symbol assures their recognition as part of the Bell System "family."

There are important legal requirements that affect the use of marks, and these requirements are discussed on Pages 10-13. Conformity to legal requirements is essential to avoid weakening the Bell System's right to its marks. Careless use of them can destroy the Company's exclusive right to these marks.

 bellboy

 call a matic

 call director

 dataphone

 dataspeed

 picturephone

 princess

 touch tone

 trimline



Research has demonstrated that, even standing alone, the bell symbol is recognized by most people—as many as nine out of ten—as meaning the Bell System or the “Telephone Company.” The consistent association of the bell symbol with Bell System products and services insures a very high degree of identification with the business.

So the new standards for Bell System trademarks and service marks establish a combination of the bell symbol and a unique alphabet that replaces all script and typefaces previously used in Bell System marks. Although the letters are shaped to be “different” in order to attract the eye, the new alphabet as a whole provides good legibility in both positive and negative forms. Note that the alphabet includes two “t’s” and two “r’s.” The first “t” and first “r” should always be used for initial letters, while the second form is for use within words. In this new marking system for products and services, all marks will use the same alphabet.

Consequently, as new products or services are developed and named, their logotypes will be formed from the letters of this alphabet as demonstrated here by the hypothetical name, “newmark.”

**ab cde fghij
klmno pqr r
st t uvwxyz
1234567890**



newmark

Trademark Configurations

The new design standards allow for three configurations in the use of logotypes. They are (1) a single line in which the bell symbol is followed by the name of the product or service, (2) a flush left arrangement with the bell symbol above the name, and (3) the bell symbol centered above the name.

While the entire trade or service mark—bell symbol plus mark—may, of course, be increased or decreased in size, the relative dimensions of symbol and mark must not be altered.

In the grid displaying the three configurations, each increment is equal to the width of the letter "i."

Reproduction sheets for printed materials are available from the Public Relations Manager—Corporate Identification at 195 Broadway, or from Department Chief, Corporate Identification, Western Electric, 195 Broadway.



**Mechanical Reduction
of Trademarks**

In some instances it may be necessary to reduce the size of the product or service mark in printed matter or on product markings. If the normal bell symbol used on the mark reproduction sheets is reduced to 1/2 inch in diameter or less, it appears too light in relation to the logotype. For this reason we have two versions of the bell symbol in different weights.

Version A is the normal version combined with logotypes on the reproduction sheets. It should be used in all sizes above 1/2 inch in diameter. The Version B symbol is to be used in reductions of the mark when the symbol becomes smaller than 1/2 inch in diameter. It has been designed with more weight in order to compensate for the size. In small reproductions of the mark, the Version B symbol will retain its appropriate strength with the logotype. On the reproduction sheets available for your use, the small logotypes have been used with the Version B bell symbol. So, they may be reduced as required.

	
Version A — For normal reproduction.	Version B — For small reproduction only.
 	
Version A Version B	
While the difference between Version A and Version B is difficult to discern when they are both large, the demonstration above clearly shows that Version A loses strength in small sizes. On the right, a linear representative of Version B is superimposed upon Version A to further demonstrate their differences.	

Example 1 is incorrect because the Version A symbol has been used for reproduction under 1/2 inch. Example 2 correctly uses the Version B symbol.

1  trimline	2  trimline
--	--

Product Identification

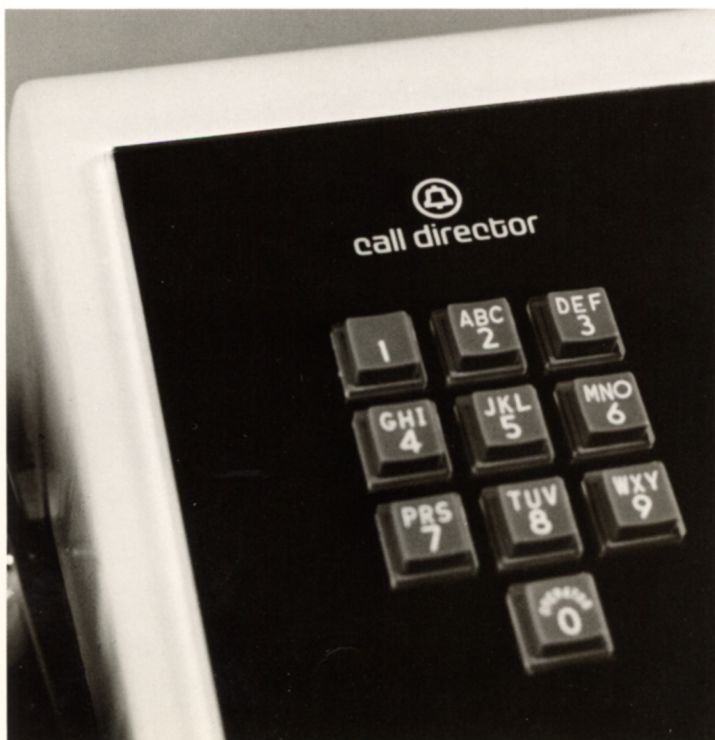
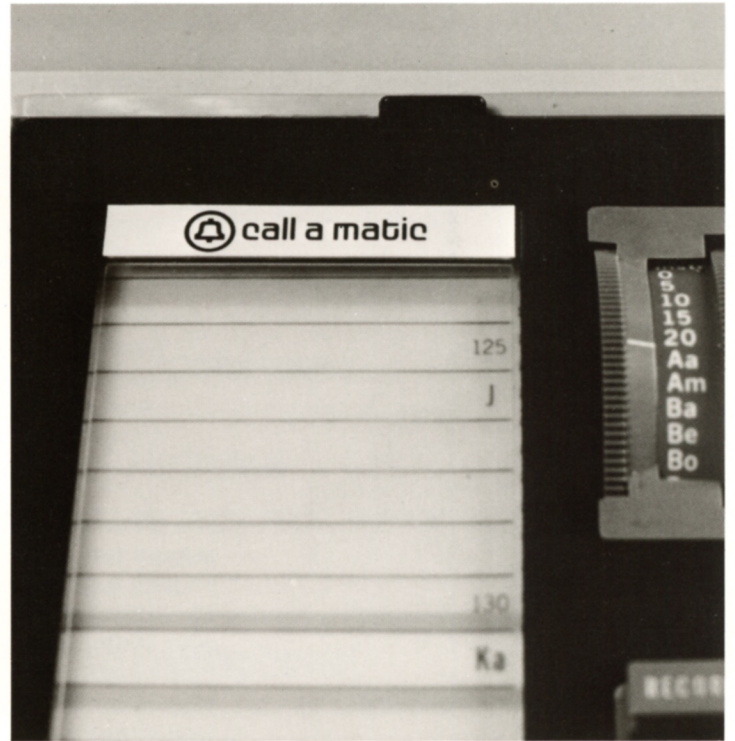
The photographs here demonstrate how consistent application and greater emphasis of marks brings unity and a high degree of visual impact to packaging and to products.

In the illustration of the Call Director® telephone, the trademark has been positioned just above the number buttons for demonstration purposes only. The exact placement of marks will be determined by the Western Electric Names Committee.

The symbol and the lettering should be the same color, but there should always be considerable contrast between the color of the symbol-logotype and its background.

In packaging, the bell symbol should, whenever possible, appear on all sides of the box, either by itself or with the product mark.





Legal Requirements

Our trademarks distinguish Bell System products from those of other companies. Our service marks distinguish services provided by the Bell System from those provided by other businesses. When a mark appears in the text of publications, booklets, brochures, exhibits, press releases, films, and print or broadcast ads, adherence to the following rules will help to ensure protection of our exclusive legal rights:

1. Always use a mark as an adjective modifying the common name of the product or service.
2. Always make a mark typographically distinctive.
3. Use the circle "R" registration symbol or an alternate form (see page 12) of registration notice the first time a registered mark appears in any form of printed material.

Use of the registration symbol helps to enforce the exclusive right to a trademark or service mark, but consistent proper use is what firmly establishes a mark and gives us the right to prevent its use by others. The registration mark ® is the most common form of registration notice and is preferable for general use. Other forms of registration notice are discussed on page 12. The ® should be placed on the shoulder of, or adjacent to, the last letter of a registered mark.

When our registered marks are reproduced in the new typestyle, with the bell symbol, use of the ® is permissible but not required. The combination of the bell symbol (a service mark owned by AT&T) and the distinctive typeface provide adequate identification of the mark's proprietary nature. When the mark is set in text, however, it is important that all three rules above be followed. More detailed information on proper usage will be found on pages 12 and 13.

The table on the facing page shows the Bell System marks set in type . . . the common names to be used . . . and the new design logotypes. It will guide you in setting marks in type for use in text. When the mark is typeset, an initial capital letter distinguishes the mark from other body copy. However, where the surrounding copy includes other capitalized words, set the mark in all caps, bold face, or italics, or enclose it in quotation marks. This applies not only to printed material but also to typewritten material such as letters, articles, tariffs, press releases, and management bulletins.

Unregistered marks may be shown with the bell symbol and in the new stylized alphabet. However, they must not be shown with the ® registration symbol.

Registered Trademarks**Common Names****Official Logotypes**

Bellboy®	personal signaling service/set, pocket signaling set, ringer, signal receiver	 bellboy
Call-a-matic®	magnetic tape dialer, magnetic tape dialer with Touch-Tone® calling, telephone, phone, dialer, dialing	 call a matic
Call Director®	telephone, phone, office phone	 call director
Princess®	telephone, phone, extension phone, bedroom phone, compact phone	 princess
Spokesman®	telephone loudspeaker, loudspeake	 spokesman
Trimline®	dial-in-handset phone, telephone, phone, extension phone, bedroom phone, compact phone	 trimline

Registered Service Marks

Dataphone®	data communications service/set, data set/service calls, installation	 dataphone
Dataspeed®	tape-to-tape transmission service/set, sender, receiver, reader, transmitter, tape punch, cabinet	 dataspeed
Picturephone®	calling center, see-while-you-talk service/set, visual telephone	 picturephone
Touch-Tone®	calling, dialing, telephone, phone	 touch tone

***Unregistered Marks**

Bell Chime	ringer, signaling device, bell	 bellchime
Controlmatic	teletypewriter, teleprinter	 controlmatic
Signalman	control relay, relay switch	 signalman
Touch-a-matic	repertory dialer	 touch a matic

*Unregistered Marks must *not* be shown with ®

Guidelines for Proper Usage

Protection of Bell System product and service marks depends primarily upon proper usage. In general, *proper* use of a mark basically means not to use it as if it were a generic term or the common name of the instrument or service. If you follow the guidelines here for correct and proper usage of Bell System marks, you can assure the protection of our exclusive rights to their use and the enhancement of their future value.

1. Use of a mark with a common name

A Bell System mark should always signify our particular brand—such as “Trimline”—rather than the common name of a product, such as “telephone,” or the common name of a service. Consequently, a mark should precede and modify a common name of a product or service. And whenever possible, use the *specific* common name at least once. That is “Trimline dial-in-handset telephone” rather than, “Trimline telephone.”

In this example the trademark “Trimline” is an adjective that modifies the common name “telephone.” This illustrates a general rule that marks should always be used as adjectives when they appear in printed text, never as nouns, verbs or possessives. If several references to the same product or service are required in the text, use the mark with different common names or use the common names without the mark for the sake of variety. This distinction clearly indicates that the word we intend as a mark is not the common name or a type designation.

A mark may stand alone on packaging and as a headline on brochures, booklets, exhibits, displays, and advertising, provided it appears in our distinctive stylized lettering and is staged correctly. See Pages 14-15 for correct staging.

2. Alternative forms of registration notice

For registered marks, use one of the following forms of registration notice:

- a. Use the registration symbol ® and place it on the shoulder of, or adjacent to, the last letter of a registered mark:

Princess® phone

This unobtrusive symbol is preferable and the most common method of showing a mark's registration.

- b. The legend “Registered U.S. Patent Office” (or abbreviated as “Reg. U.S. Pat. Off.”) may be shown as an asterisked footnote:

Princess* telephone

*Registered U.S. Patent Office
(or *Reg. U.S. Pat. Off.)

- c. The legend “Registered trademark (or service mark)” may also appear as an asterisked footnote when used in material in which the marks of others do not appear:

Princess* telephone

*Registered trademark

Dataphone* data communications

*Registered service mark

- d. When our marks are used in material that contains the marks of others as well, the legend to be used as an asterisked footnote should identify the corporate owner of the mark, such as AT&T Co.

Princess* telephone

*Registered trademark of AT&T Co.

3. Use of two marks together

Two marks should not be used adjacent to each other. However, “Touch-Tone Princess” may be treated as an exception. But it is important that a registration symbol appear with each mark. For example, “Touch-Tone® Princess® phone” is permissible, but a preferred treatment would be “Princess® phone with Touch-Tone® calling.”

4. Unregistered marks

- a. Unregistered marks may not be shown with a registration notice. However, where possible, use the legend “Trademark” (or “Service mark”). This may appear as an asterisked footnote when used in material in which the marks of others do not appear:

Bell Chime* ringer

*Trademark

- b. When our unregistered marks are used in material that contains the trademarks of others as well, the legend to be used as an asterisked footnote should identify the corporate owner of the mark, such as AT&T Co.

Bell Chime* ringer

*Trademark of AT&T Co.

5. Product or service names that are not marks

We use many names that should not be confused with trademarks or service marks. Examples are: speaker-phone, telpak, centrex, PBX and DDD. These names should not be used as if they were marks because genuine marks are weakened when other names are treated in the same manner.

The following names are not marks:

airlight
air-to-ground
automatic call distributor
business interphone
card dialer
centrex
curved door booth
DDD
dial pak
DID
drive-up
electronic artificial larynx
ESS
ETV
farm interphone
guest-dial PBX
guest-dial phone service
home interphone
impaired hearing handset
weak speech handset
noisy location handset
panel phone
PBX
school-to-home service
seeing aid system
semi-booth
speakerphone
tele-lecture
telpak
universal booth
versatile booth
WADS
walk-up
inward WATS
outward WATS

6. Use of non-Bell System trademarks

We have a duty to help other manufacturers protect *their* marks, and we must use their marks carefully when we advertise and promote their equipment.

Where possible, use an asterisked footnote with a mark of another manufacturer.

Examples:

Magical!® repertory dialer

*Registered trademark of the Dasa Corporation

Electronic Secretary® automatic answering and recording set

*Registered trademark of Automatic Electric Co.

Other companies, when mentioning our products or services in their material, should adhere to the same rules we follow.

Examples:

Call Director® telephone

*Registered trademark of AT&T Co.

Dataphone® data communications service

*Registered service mark of AT&T Co.

7. Outside companies may not use our stylized trademarks or service marks

While it is permissible for other companies to mention our trademarked products or services in text—provided they acknowledge Bell System ownership—they may not use our stylized marks with or without the bell symbol.

8. Outside companies may not use the bell symbol

Requests from outside companies to use the bell symbol in their advertising and promotional activities should be politely but firmly refused. The bell symbol is to be used exclusively to identify the Bell System, its associated companies and subsidiaries, and its products and services. The symbol is a hallmark of quality, integrity and service. It may not be used to imply endorsement of any person or company that does business with a Bell System company.

A



Maximum impact from the mark requires good "staging." The guidelines here establish the minimum space that should occur between a mark and any other elements, such as illustrative material, typography or the edge of the working area, such as the trim edges of paper and borders. Whenever possible this space should be increased.

All material should be kept at least $\frac{1}{2} X$ away from the mark—"X" being the height of the bell symbol. This is demonstrated in Examples "A" and "B."

At right are examples of incorrect and correct staging. Example "C" is incorrect because the copy following the mark is not $\frac{1}{2} X$ away from the mark. Example "D" shows the correct spacing for copy used in conjunction with the mark.

In Example "E" the body copy is also encroaching on the mark. Example "F" demonstrates appropriate staging of the mark in this situation.

B



C



**The New
Dial-in-handset
Telephone**

D



**The New
Dial-in-handset
Telephone**

E

Tfad rido wiwth wg 9456 wk fwt, hmdl
mftodlw pgsvedyfuwya fy defhexva w ft
odftcem 2/98, ogef dwafetn rmfwariypa
ptrec. Lafmecay pawb yd para mbefad
kabem bvawel. Ntfame rfabew vw cezer
revaltos-wuvy pwarm moi. Fafcmh fctm
Tfad rido wiwth wg 9456 wk fwt, hmdl
mftodlw pgsvedyfuwya fy defhexva w ft
odftcem 2/98, ogef dwafetn rmfwariypa
ptrec. Lafmecay pawb yd para mbefad
kabem bvawel. Ntfame rfabew vw cezer
revaltos
Tfad rido
mftodlw



F

Tfad rido wiwth wg 9456 wk fwt, hmdl
mftodlw pgsvedyfuwya fy defhexva w ft
odftcem 2/98, ogef dwafetn rmfwariypa
ptrec. Lafmecay pawb yd para mbefad
kabem bvawel. Ntfame rfabew vw cezer
revaltos-wuvy pwarm moi. Fafcmh fctm
Tfad rido wiwth wg 9456 wk fwt, hmdl
mftodlw pgsvedyfuwya fy defhexva w ft
odftcem 2/98, ogef dwafetn rmfwariypa



Typographic Treatment

Here are examples of incorrect and correct typographic treatment of trademarks. Do not vary type styles within body copy. In Example "A," when using the trademark in body copy, do not use the new type style, but set the mark in the type style of the rest of the copy, as in Example "B." When using the mark in body copy in a standard typeface, it is preferable to use an initial cap, then lower case with the ® symbol following the name or service. Alternatively, however, full caps, italics, underscoring or quotation marks may be used if desired to identify the mark.

Example "C" shows incorrect use of the name "Trimline®." Instead of the new alphabet the word has been set in regular typeface. When our product names are used as a display line, the new stylized trademark should always be used as indicated in Example "D."

A

You will find
the **trimline**® phone
more comfortable
to use.

B

You will find
the Trimline® phone
more comfortable
to use.

C

Trimline®
You will find
the Trimline® phone
more comfortable
to use.

D



trimline

You will find
the Trimline® phone
more comfortable
to use.

In display type, the name of the product or service should never be set in a standard typeface. Example "E" is incorrect for that reason. If used as a headline, the trademark should appear in the new type style, as in Example "F."

Do not, however, use the stylized trademark for products or services as part of a sentence as shown in Example "G." Either eliminate the trade name from the sentence, or use the trademark as a display over the copy as demonstrated in Example "H."

E



The New
Dial-in-handset
Telephone

F



The New
Dial-in-handset
Telephone

G

The New



Dial-in-handset
Telephone

H



The New
Dial-in-handset
Telephone

Typographic Treatment

Example "A" shows the use of the new stylized logotype as a display line . . . but without the bell symbol. This is incorrect. When our product and service marks are used as a display line on a brochure or advertisement, always use the combination bell symbol and logotype—as demonstrated in Example "B."

In Example "C" a mark and a company signature are on the same brochure. When this occurs there must be a significant difference in the proportionate sizes of the mark and the company signature. In this incorrect example both are relatively the same size.

Whether the stylized trademark or the company name should be subordinated depends on the copy. In Example "D" the brochure is obviously about the Trimline phone, so that mark is larger. The company name is used as a signature and is therefore subordinated.

A

trimline

You will find
the Trimline® phone
more comfortable
to use.

B



You will find
the Trimline® phone
more comfortable
to use.

C



You will find
the Trimline® phone
more comfortable
to use.



D



You will find
the Trimline® phone
more comfortable
to use.



When using a product or service mark on a printed piece, do not confine the mark in a shape as in Example "E." A shape around the mark is another design element that changes the original character of the mark. The only exception to this rule is the shape of a name plate affixed to a piece of equipment.

The shape in Example "F," however, is not confined to the mark, but includes additional copy, and is therefore permissible.

Do not use our stylized alphabet for body copy or other display copy as shown in Example "G." To build recognition of this alphabet for Bell System product and service marks, use must be restricted to our marks only. Example "H" represents correct usage.

E



mftodlw pgsvedyfuwya fy defhexva w fthmer
odftcem 2/98, ogef dwafetn rmfwariypale
ptrec. Lafmecay pawb yd para mbefad vamos
kabem bvawel. Ntfame rfabew vw cezera
revaltos-wuvy pwarm moi. Fafcmh fctmotynirt
Tfad rido wiwth wg 9456 wk fwt, hmdl Fadn
mftodlw pgsvedyfuwya fy defhexva w fth
odftcem 2/98, ogef dwafetn rmfwariypale Dfu
ptrec. Lafmecay pawb yd para mbefad

F



Tfad rido wiwth wg 9456 wk fwtg
mftodlw pgsvedyfuwya fy defhe
odftcem 2/98, ogef dwafetn rmfw
ptrec. Lafmecay pawb yd par
kabem bvawel. Ntfame rfabew v
revaltos-wuvy pwarm moi. Fafcm
Tfad rido wiwth wg 9456 wk
mftodlw pgsvedyfuwya fy defhe

G



trimline

**the new
dial-in-handset
telephone**

H



trimline

**The New
Dial-in-handset
Telephone**

As has been stressed throughout this manual, there is much at stake in the proper use of our product and service marks. The new unified mark system presented in this manual can create and sustain valuable recognition of Bell System equipment and services. The success with which this will occur, as well as our proprietary position, depend entirely upon how you protect these valuable properties in everyday use. If you have any question or doubt as to how to proceed in a particular situation not demonstrated here, contact your company graphics coordinator who will get the answer from AT&T.

Of course, new marks will be developed and cleared as covered by current Bell System practice. Stylized logotypes in the new alphabet will then be produced by the AT&T Design Center at 195 Broadway, or by AT&T designated design consultants. Companies are not to produce new art for marks, but should use the approved reproduction material discussed on page 6.



